



Breast cancer afflicts both women and men, and its toll – from diagnosis to treatment – can be devastating on families. The Society of Breast Imaging and the Men's Health Network are working to educate families on how prevention, early detection and screening can save lives. This resource is designed to keep families informed and help them talk about it.

Learn and Share the Facts about Early Detection and Screening

- The goal of breast screening is to detect breast cancer early when treatment is more effective and less harmful – no matter your gender. Detecting small breast cancers saves lives.
- Seventy-five percent of women diagnosed with breast cancer have no special identifiable risk factors. Even for men, there is no family history in 90 to 95 percent of cases.
- Most studies suggest there are 30 to 40 percent fewer deaths due to breast cancer among women screened with mammography than among those who do not undergo screening.
- Mammography is not perfect, and it will not benefit all women equally. Mammography detects most, but not all, breast cancers.
- Women especially should always discuss their breast health with their personal doctors. A woman and her health professional should be familiar with the texture and feeling of her own breast.
- Although mammography is not routinely recommended for screening average-risk men, it may be used for screening high-risk men; however, physical examination is encouraged.

Become Informed about the Disease's Impact on Men

- About 2,000 men in the United States are diagnosed with breast cancer each year.
- Men have breast tissue that can develop abnormal cancerous cells; men with breast cancer often mistake visible lumps for other problems or ignore them.
- Men can schedule an appointment if they notice any of the following: A lump or thickening (often painless) in the breast that can be felt; skin dimpling or puckering; nipple retraction (turning inward); redness or scaling of the nipple or breast skin; or clear or bloody discharge from the nipple.

Engage with Family Members to Encourage Healthy Behaviors

- Talk about risk reduction with your loved ones; it's important! Limit alcohol consumption, maintain a healthy body weight and stay physically active.
- Encourage women 40 and over to seek an annual mammogram. One in six breast cancers occur in women aged 40-49.
- Discuss family history and consider genetic counseling if there is a family history of cancer. Screening tools are available to health providers that can indicate the presence of harmful BRCA1 or BRCA2 gene mutations that are likely to cause cancer.
- Find a facility that is accredited to do mammography. Check out the [American College of Radiology](http://www.acr.org) website, where you can find a local facility that is accredited and certified.
- Ensure that you or your loved one is talking about personal risk factors with a healthcare provider.
- Understand that medical knowledge does not prevent emotional responses. A diagnosis is not easy. Be supportive. Know your options. Ask questions.
- Encourage your loved ones and family to seek additional support from appropriate groups and organizations in your community.
- Review the latest data and information. To learn more about early detection and screening visit <https://www.sbi-online.org/endtheconfusion>.